

5 Tips & Tricks for Interactive Digital Events

1 Budget isn't everything

You do not always need the flashiest or most expensive tools, even a simple tool can be effective. Look for tools that you are familiar with but always remember prioritize content and speakers – no one will remember the interface they used, but everyone will remember if your event was interesting!



2 The more the merrier

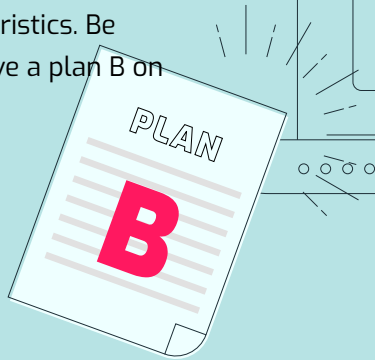
Consider using additional digital tools (Kahoot!, Mentimeter) to engage your listeners. You can ask questions or get feedback, do polls, or quiz your audience!

Kahoot!



3 Make as many assumptions as you can but apply only a few

Think carefully about your target group and organize your event according to their needs and characteristics. Be prepared and always have a plan B on hand.



4 Be a team player!

Have colleagues or volunteers help you with putting together the program and the event.

Have clear roles for everyone – the moderator, the speaker and the support staff. The more people helping, the better!



5 Treat a digital event as you would a regular event,

they are just as important! Before the event, practice, test your technology and plan for ways to keep your participants engaged and interested.

Digital events may well become the new normal, so it is best to start practising!